

CJCC Education and Public Relations Committee
April 27, 2009

Chair Jante called the meeting to order at 8:37 a.m.

Committee Members Present:

Marcia Jante	Julianne Klimetz
Dave Krahn	Antwayne Robertson
Larry Nelson	Betty Groenewold
Ron Gulotta	Sara Carpenter

Absent:

Tim Fiedler

Others Present:

Rebecca Luczaj

Approve minutes of March 30, 2009

MOTION: Nelson moved, Krahn second, approve the minutes of March 30, 2009. Motion carried 7-0.

Review of Committee Membership

Jante explained that because Susan Dreyfus took a new job in Washington and resigned from the committee, the committee needed to find a replacement. In the past, when building membership, the committee tried to find members who represented a wide variety of groups in Waukesha County to best promote education and public relations such as the District Attorney's Office, Police Chief's Association, law enforcement, private bar association, RSVP/Interfaith/faith community, neighborhood watch, etc. Jante told the group that when seeking a new member, they should think about what groups the CJCC needs to influence and what are the access points in/to the county. She asked committee members for recommendations.

The following recommendations were given:

Citizen Member	Business Community Member
Ann Nitchke	Police Chief
Patty Wallner	President Member of the City of Waukesha Citizens' Police Academy

Members should forward ideas for membership to Jante or Luczaj.

Future Agenda Items

- All upcoming meeting dates will be included on agendas.

Update on May 8th "Preventing Juvenile Delinquency" Educational Forum

Jante said on May 8, 2009 the "What Works Wisconsin: Preventing Juvenile Delinquency" educational forum will be held in Waukesha and Douglas Counties from 8:30 a.m. to 1 p.m. The Waukesha County event will be held at the Country Springs Hotel. Jante distributed and reviewed an information sheet, brochure and agenda for the event. She said Dr. Stephen Small and Mary Huser will be giving an interactive key note address which includes battery-operated clickers, electronic calculations and instantly revealed results. Next the group will break out into smaller groups to evaluate two juvenile delinquency programs (one real and one fictitious) using a tool developed by Small and Huser. After the evaluation is completed, everyone will return to the large group and discuss their findings. A working lunch will be next with the group dividing into the following five groups: early childhood and parenting education programs, classroom/school programs, mentoring programs, juvenile division programs and policy makers. Participants in these groups will assess the current programs in their category in Waukesha County, determine whether or not there are sufficient services, discuss how services are best delivered,

etc. The last event of the day, a Reaction Panel, will feature four audience members sharing what they learned at the event and what they see as the next steps for juvenile diversion programs and prevention.

Gulotta and Nelson volunteered to be facilitators for the small groups at the forum.

Jante said she is very impressed with the response so far with 25 of the 50 openings filled. She encouraged the committee to share event information with friends and colleagues.

Review/Discussion of Revised CJCC Brochure Draft

Klimetz said Robertson, Luczaj, Pinkowski and she met to discuss revisions to the CJCC brochure. She said unfortunately she does not have a draft brochure to share with the committee today.

Luczaj said when the group met they discussed putting the mission statement on the front of the brochure. They also decided there would be more sections in the brochure with the middle section featuring program summaries and testimonials. It will look great when done.

Klimetz said she will work with Pinkowski on the brochure and email a draft copy to committee members for their feedback.

Discuss/Develop Formal Endorsement Policy for CJCC

Luczaj said the CJCC Executive Committee gave this committee the assignment of developing a formal endorsement policy and approval process for the CJCC. This task was assigned after Executive Committee members realized they had differing opinions on whether the CJCC should be a sponsor of the Preventing Juvenile Delinquency Forum. The proposed policy is to be presented to the Executive Committee for consideration.

Luczaj distributed and reviewed a handout titled *CJCC Education and Public Relations Committee Endorsement Request Policy Development, 4/27/09*. The Executive Committee would prefer all requests for endorsement to be in writing including a description of the event, date, names and biographies of all speakers, summary of presentations, etc. The Executive Committee would also like the Education and PR Committee to review all endorsement requests before sending them to the Executive Committee. Luczaj asked the committee for feedback.

Krahn said he thought Luczaj did a great job outlining the process in the handout. Everything is included. Luczaj would be the point person for groups seeking endorsement. Gulotta said the Education and PR Committee should review requests.

Jante asked how do other Education and PR Committee activities such as the newsletter, web site, brochure, handouts, etc. fit into this policy? Would the Executive Committee like those items included in the policy/process. Krahn said the brochure should be reviewed by the Executive Committee. Klimetz said she thought the Executive Committee would want to review all public pieces.

Luczaj said even if the Executive Committee does not need to approve a product, they need to know what is happening. She could keep the Executive Committee abreast of what is going on. The Executive Committee wants to be informed and have final say but we need bigger picture direction from the Executive Committee which may be revealed in the upcoming strategic planning process.

Jante said she would like the Education and PR Committee to have a plan so the group is not simply reactive. We should wait until after the strategic planning process to see how the decisions made there impact our committee.

Luczaj said she will continue working on the endorsement policy. When it is perfected, she will email it to the committee for feedback. After the committee reviews the policy, she will present it to the Executive Committee for review.

SetNext Meeting Date

- Tuesday, May 26, at 8:30 a.m.

The meeting adjourned at 9:26 a.m.